a holder at the processing station for holding each successive segment of the web after the segment is positioned in said initial placement thereof at the processing station and during at least a part of the time tension is released on the stretch of the web,

said holder being movable while continuing to hold said at least one segment of the web at the processing station to cause the held segment to move relative to and while remaining a part of adjacent portions of the web during release of tension on said stretch of the web;

a mechanism operably coupled to said holder for selectively moving the holder along an X axis direction of feed of the stretch of the web to the processing station, in a Y axis direction transverse of the X axis direction of feed of said stretch of the web, and about a θ axis of rotation of the holder perpendicular to said X and Y axis directions while the said at least one segment of the web is held by the holder at said processing station,

said mechanism including adjustment control structure operably connected to the holder for shifting the holder in motion directions selected from the group consisting of motion along said X axis, motion along said Y axis, rotation about said θ axis, and simultaneous combinations thereof as required to obtain accurate alignment of the segment of the web with the processing components at said processing station while tension on the stretch of the web is released.

2. (Amended) The apparatus of claim 1, each of said segments carrying at least one position-identifying indicium, positioning means including a reference assembly providing

reference data corresponding to the accurate position of each web segment within the station, and means for comparing the location of said segment indicium with said reference data, said comparing means operably coupled with said mechanism.

3. (Amended) The apparatus of claim 2, said reference assembly comprising at least one reference indicium within said station.

4. (Amended) The apparatus of claim 3, there being a pair of spaced reference indicia within said station.

5. (Amended) The apparatus of claim 2, said comparing means including a computer controller operably coupled with said reference assembly and said mechanism.

Add the following claim:

6. (New) The apparatus of claim 1 wherein said holder includes a shiftable vacuum plate to hold the segment of the web at the web processing station, means for sequentially applying vacuum to the plate to successively hold segments of the web at the processing station, said mechanism being operable to move the vacuum plate to selectively adjust the position of the plate in said X axis direction, said Y axis direction and said θ axis direction.